

Daffodil International University
Faculty of Business and Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Summer 2025

Time: 2 hours.

Course Title: Business Communication

Section: All

Examination: Final

Full Marks: 40

Course Code: 0415-125

Teacher's Initials: RIR, HS, AH, SHAFAYAT

[ANSWER ALL THE FOLLOWING QUESTIONS]

1. Explain the key differences between good news, neutral, and bad news messages in business communication. Provide one brief example for each type, highlighting the structure and tone that should be adapted to maintain professionalism and recipient satisfaction. (CLO 1, Level 2) (5)
2. You are a recent graduate from Daffodil International University with a degree in Business Administration. You come across the following job advertisement on Bdjobs.com for a position at Apex Footwear Ltd.:

Job Advertisement: Marketing Executive at Apex Footwear Ltd. Apex is looking for a dynamic and results-oriented Marketing Executive to join our team in Dhaka. The ideal candidate will have strong communication skills, a solid understanding of digital marketing platforms, and a passion for brand building.

Key Responsibilities:

- Assist in developing and executing marketing campaigns.
- Manage social media accounts and content creation.
- Conduct market research and competitive analysis.
- Collaborate with internal teams and external agencies.

Qualifications:

- Bachelor's degree in Business Administration, preferably in Marketing.
- Excellent written and verbal communication skills.
- Proficiency in MS Office Suite and digital marketing tools.
- Previous internship or professional experience in marketing is a plus.

Construct a professional cover letter in response to this advertisement. Ensure it is tailored to the job, highlights your relevant skills and enthusiasm, and follows standard business letter format (including salutation, introduction, body, and closing). Limit to one page (approximately 250-300 words). (CLO 2, Level 3)

(10)

3. The following is an email sent by Saimoon, a junior team member to the project manager at BRAC Bank regarding the "Digital Customer Onboarding System" project. The email contains multiple errors in tone, structure, grammar, and professional etiquette.

Subject: My Project update

hey Sarah sorry for the late update, but i've been really busy. the project is a bit stuck because the team isn't helping. We gotta finish it asap. can you tell them to hurry up? i need their files to finish my part. i'll send you the report when it's done, hopefully soon. See ya. Thanks, tc.

a) Identify the errors in the email. (CLO 2, Level 3)

(5)

b) Construct the above email again to make it properly structured, professional, clear, and more effective. Ensure the revised email is formal, polite, and provides a constructive solution rather than just complaining. (CLO 2, Level 3)

(5)

4. a) Using the core principles of formal report writing, including proper structure, standard sections, and logical organization, list the components of the report titled 'The Impact of Artificial Intelligence in Our Daily Life' explaining all the required components briefly.

(CLO 3, Level 4)

(15)

Daffodil International University
Department of Business Administration
Course Title: Differential and Integral Calculus
Course Code: 0541-214

Semester: Summer 2025

Time: 2 Hours

Section: All

Examination: Final Term

Full Marks: 40

Teachers' Initial: DMSA, MP, AA, ARE, JI

[NB: Answer all the following questions]

01	The demand q and price p for a certain commodity are related by the nonlinear demand function: $q = -0.2p^2 + 12$	
a)	Express the elasticity of demand as a function of p	(CLO 3, L3) 2
b)	Examine the elasticity of demand when the price $p = 4$. Also determine whether the demand is elastic, inelastic or of unit elasticity. Analyze your answer.	(CLO 4, L4) 3
02	A company estimates that when q thousand units are produced each month, the total cost (in thousand dollars) is given by: $C(q) = 0.25q^2 + 4q + 9$	(CLO 3, L3)
a)	Determine the number of production of q at which $C(q)$ is minimized.	3
b)	Identify the minimum cost.	2
03	Find the area bounded by the given functions:	(CLO 3, L3)
a)	$f(x) = 1 + x^2$ and $g(x) = 10$	2.5
b)	$f(x) = x^3$ and $g(x) = x$	2.5
04	The demand function for a product is: $p_d(q) = \frac{100}{(0.2q + 0.5)^2}$ Where q is in millions of liters and $p_d(q)$ is in dollars per liter. Market equilibrium at a demand of 10 million liters. Compute consumer's surplus.	(CLO 3, L3) 5

05	The supply and demand function for a product are: $p_s(q) = 10 + 0.1q$ $p_d(q) = 100 - 0.2q$ Where q is in thousands of tons and price is in dollar per ton. Compute producer's surplus.	(CLO 3, L3) 5
06	Find the value of a) $\int \frac{40 dx}{(3x+2)^2}$ b) $\int_0^6 (4 + 0.2t)^{\frac{3}{2}} dt$	(CLO 3, L3) 3 2
07	A forest conservation project has a total budget of 540 million dollars allocated for wildfire prevention over time. The spending rate increases over time and is modeled by the function: $R(t) = 18e^{0.05t}$ million dollars per year. Where t is the number of years since the program started. a) Compute the amount of the budget will be spent in the first 6 years? b) After how many years will the entire \$540 million be used up?	(CLO 3, L3) 2 3
08	a) Define absolute maximum and absolute minimum value. b) Distinguish between consumer's surplus and producer's surplus.	(CLO 1, L1) 2 (CLO 2, L2) 3

Daffodil International University
Faculty of Business and Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Fall-2025

Time: 2 hours

Course Code: 0413-126

Section: 67 (A, B, C, D, E, F, G)

Examination: Final

Full Marks: 40

Course Title: Management Information Systems with LAB

Teacher's Name: MI/DFZS/NAK/SWT

Instructions:

1. Answer all the questions.
2. Any kind of unfair means is strictly prohibited.
3. Read the question attentively, then answer to the point, relevant examples will carry greater marks.

Question No. 1: [CLO 3, Level 4]

[Marks: 10]

LearnSphere360 is an online education platform offering digital courses, e-books, microlearning videos, and career guidance content. The platform uses a dual-access system: a free section with basic articles and intro tutorials, and a premium tier called *LearnSphere360 Plus* that offers live mentoring, project-based learning, and advanced skill-tracking analytics. The company partners with instructors and industry experts who publish courses on the platform. These creators earn royalties for every enrolment. LearnSphere360 also collaborates with corporate brands that sponsor specialized courses and advertise job openings. In addition, the platform hosts freelance tutors who provide paid sessions, for which LearnSphere360 charges a commission on each booking. To expand reach, the company relies on affiliate promoters who earn commissions for bringing in new students.

Discover the different business and revenue models that LearnSphere360 employs in its e-commerce operations, and explain them with proper justifications.

Question No. 2: [CLO 3, Level 4]

[Marks: 10]

TechNova Ltd. recently shifted many of its daily operations online. Employees now access company data from office computers, home Wi-Fi, and personal mobile devices. Within a short time, the company faced phishing emails sent to staff, several software errors that disrupted work, and the loss of an employee's laptop containing customer information. Because TechNova has no structured security framework, management is worried about data leaks, legal consequences, and the overall weakness of their system.

Analyze the scenario and examine why TechNova's systems are vulnerable. Classify the major security issues and explain how a proper security framework can function to protect the organization.

Question No. 3: [CLO 3, Level 4]

[Marks: 10]

ShopSphere is an online shopping platform where customers place multiple orders, each order contains several order items linked to products, every product belongs to one category, and customers store multiple addresses (one used per order).

As the database designer for ShopSphere, **examine** and **classify** the entities involved, **distinguish** their functions, **inspect** the relationships among them, and draw a complete ERD showing all entities, primary/foreign keys, and correct cardinalities.

Question No. 4: [CLO 2, Level 3]

[Marks: 10]

Information systems now play a crucial role in the real-time operations and decision-making processes of large organizations. Over the past decade, they have reshaped organizational economics and expanded the ways work can be structured and managed.

Identify and explain the economic impacts of information systems on organizations, supporting your answer with relevant examples.